

PROSPEROUS YEAR PRE-DICTED FOR ADVERTISERS

(From Wednesday's Daily.)
(By Wm. H. Rankin of the Mahan Advertising Company)

The year 1915 will pass into history as an unusual year—as a year of big business. During the early months of the year business was not good. Nearly everybody was pessimistic. War orders helped a little, but, taking it altogether, business for the first six months of 1915 was far behind the corresponding period of 1914.

Early in the summer favorable crop reports were received from the Northwest, the Central West and the South. The harvest was much later than usual, but the general result was splendid.

Nevertheless, general gloominess continued. The weather was bad, diplomatic complications were threatened, and capital was disposed to be timid.

After a depressing August there was a sudden change for the better. In September the wheels of commerce began to revolve once more, the pessimists ran for cover, and the optimists, after having had an enforced vacation extending over two or three years, were back on the job. Business became good, healthy conditions were restored, the fog of doubt lifted.

One of the big reasons for the encouraging change was the improvement of conditions in the South.

The Simmons Hardware Company of St. Louis reported that after having had practically no Southern business in August, trade in the South was nearly normal in September, while in October, business everywhere, North, South, East and West, exceeded not only that of 1914 but was ahead of the banner year, 1913, "before the war."

Representatives of such houses as Marshall Field & Company, wholesale, The Royal Typewriter Co., The B. F. Goodrich Company, Haynes Automobile Co., and Hart Schaffner & Marx say that business has been so good during the past six months that they will not only show a large increase over the corresponding six months of 1914, but that they will be able to report a total increase for the year 1915 as compared with 1914.

Out on the Pacific coast prosperity has not as yet become as firmly established as it is in the East and Central West. Prosperity there depends largely on lumber, but in the Northwest the price of lumber is from \$2 to \$3.50 per thousand feet higher than it was a year ago.

Mills that could not be operated at a profit last year, because of the low prices of lumber, were closed and have remained closed. With the increase in price and the demand for lumber increased naturally because of the resumption of building in the East, hundreds of mills will resume operations very soon, and the result will be beneficial to workmen and businessmen throughout the Northwest.

With improved financial conditions in the East, the market for California oranges, canned fruits, olives, walnuts, raisins, Oregon apples, grapes and other products will give the growers better prices for these commodities, and businessmen along the coast will get their share of the general prosperity.

It is safe to predict that in 1916 the automobile and accessory manufacturers will have the best year in the history of their business. Nearly every manufacturer was oversold in 1915. Take the Haynes Automobile Co. of Kokomo, Ind., for instance. Mr. A. G. Seiberling of the Haynes Company, has assured me that he would have sold 10,000 Haynes cars in 1915 if the factory facilities had not been limited. As it was the Haynes Automobile Company made and sold more cars in 1915 than were produced and marketed by all other Indiana manufacturers combined. This coming year the Haynes Company will double its output and is sure to sell all the cars it can make.

Nearly every automobile manufacturer underestimated the number of cars that would be bought in 1915. Hence the entire industry benefited. The cars that were best advertised were the first to be sold out; but the unadvertised cars—the cars that were little known—got the benefit of the excess demand. If a prospective purchaser could not get a Haynes, a Pathfinder, a Cadillac, a Cole, a Hudson, a Chalmers or a Chandler, he bought the next best car on the list. The manufacturers of the Overland, Studebaker, Dodge and Hupmobile were at no time during 1915 able to supply the demands of their agents.

Never before was the tire business so good as in 1915. A protracted fall made it possible for people to drive their cars later than usual. According to the Wall Street Journal, The B. F. Goodrich Company, the leader in the production of automobile tires, in 1915 increased its total sales 35 per cent over those of 1914. This company has brought about a reduction of 45 per cent in the prices of tires to users during the past two years. Yet, with this lowering of prices, the Goodrich Company is able to show a big

increase in its total business. Its output as reported recently by the Wall Street Journal reached the high-water mark in automobile tire making by a single day's production of over 14,000 tires.

Forcible Silent Salesmanship, which is advertising in newspapers, backed up by equally forcible personal salesmanship, will determine the varying degrees of success aspired to by manufacturers in the coming year.

Concerns that have products which the people want at a fair price will have a banner year between now and the beginning of 1917, if the quality of their advertising is such as to compare with that of Goodrich and Diamond tires, Hart Schaffner & Marx clothes, Athena underwear, Royal typewriters, Welch's, the national drink, Snider's catsup, Keen Kutter tools and hardware, and Haynes, Hudson, Chalmers, Cadillac, Studebaker, Overland, Dodge and Hupmobile cars.

The heads of big business organizations are taking advertising more seriously than they have in the past. They are using it in a bigger, better and broader way than formerly to dovetail and support the work of their salesmen.

Silent Salesmanship is no longer a gamble. It is a part of organized sales effort. It stabilizes and standardizes business, and you will find that advertised products will reach the pinnacle in sales during 1916.

The newspapers will be the largest gainers in volume of advertising during the coming year. They are raising their standards, and giving better service and co-operation to the advertiser and the consumer. Hence they are being rewarded by the receipt of bigger and better patronage from the advertiser.

Newspaper advertising is by far the most effective, as well as the most expensive, form of Silent Salesmanship.

So, with people throughout the country having plenty to do, and with the practical elimination of cheap foreign labor and foreign competition in manufacturing, the year 1916 blossoms forth with a fairer promise of good times than any year since 1901.

PRINCE ALBERT MAKES STRONG SHOWING

(From Wednesday's Daily.)
Arriving yesterday from the Prince Albert camp on Groom creek, Mark Bradley, superintendent, gave a brief review of development accomplished to date, over which he is decidedly well pleased, and stated that it is practically established the property has a future that will place it in line as a heavy producer.

During the past two months the main shaft has been driven to a depth of 125 feet, and drifting has started from the 100-foot level. The vein matter is 12 feet between walls, and the drift is in a solid ore body, without an ounce of waste being encountered. The ore is gold and silver, and assays show a good milling grade. Development will continue along the level, for the present, to establish the strength of the shoot, and from present indications it is assured a fine property is being determined.

The belt on which is situated the Prince Albert is virgin, so far as operations are to be considered, and was taken over by an Eastern syndicate last fall, surface conditions being attractive. This mine also is situated in a zone of that mineral field that had never been operated, and from the large ore body cut into, it is now the belief the mother lode of the district has been tapped. It is probable that a reduction plant will be the next move for this property.

MINIMUM SCALE OF VALUATION DECIDED ON

(From Friday's Daily.)
A very interesting and well attended assessors' meeting was held in Phoenix for three days during the first part of this week, according to County Assessor C. E. Gentry, who returned on the afternoon train yesterday from the capital. Every assessor in the State was present, besides a number of deputies. Gentry stated that a great deal of benefit is derived from these meetings by both the taxpayers and the assessors of the different counties, for it makes valuations uniform throughout the State. The assessors all agreed on a minimum scale of valuations to be used in all counties on the different classes of property.

During the meeting a number of taxpayers, representatives of the different classes of property, such as stock, merchandise, real estate and others, appeared before the body, not to complain of the manner they were assessed at present, but to have assessments made on their property properly in proportion to that being made on other classes.

After the adoption of the minimum valuation scale throughout the State the assessors held their annual election which resulted in the re-election of the 1915 officials. C. E. Gentry was re-elected as secretary-treasurer.

NEARLY \$200,000 EXPENDED BY THE COUNTY

(From Wednesday's Daily.)
Clerk R. T. Belcher of the board of supervisors yesterday completed compiling a statement of the amount of claims audited, allowed and paid by the board for year of 1915 showing the total amount expended for all purposes to be \$673,990.71 or over a half million dollars.

The total expenditures authorized by the board for the past year reach the sum of \$192,035.53.

A summary of the statement which gives a detailed account of each county office is as follows:

Supervisors	\$ 12,829.67
Court house expense	6,771.98
Miscellaneous county expense	24,478.95
Health department	843.64
County hospital and poor farm	13,780.32
Outdoor relief	6,123.52
Coroners' fees and expenses	54.25
Examination of insane	45.00
Elections	79.16
Sheriff	20,619.13
Superior court	16,331.63
County attorney	5,911.32
County treasurer	5,361.65
County recorder	5,896.52
County assessor	5,281.41
County surveyor	62.60
Justice courts	14,573.32
Expenditures ordered by board	1,708.40

Total expenditures authorized by board \$192,035.53

Expenditures through other sources and not authorized by board

School district funds (school superintendent)	\$111,503.14
Teachers' Institute fund (school superintendent)	96.00
Transient herds—taxes	413.23
Library fund (Superior judge)	255.00
State bond and interest fund (remittance)	15,386.18
Charges for collection of bond coupons	10.50
Court orders	543.45
State tax fund (remittance)	302,608.57
County bond and interest fund	6,075.00

Total expenditures for all county purposes \$628,926.60

Bonded and High School districts 44,164.11

Total expenditures for all purposes \$673,090.71

MAN WHO KILLED RAY MONTONYE RELEASED

(From Wednesday's Daily.)
M. Bowman, who on Sunday morning, December 26th, shot and killed Ray Montonye, was released from the county jail yesterday by an order of Judge McLane after a conference with County Attorney O'Sullivan and Deputy J. H. Morgan. The officials made a thorough investigation of the case and after going over all the evidence carefully, decided that Bowman had shot Montonye in self-defense.

The killing took place near Santa Maria and was the result of a quarrel over a wagon. Montonye's brother and Bowman's wife and one of his sons were witnesses to the affair. Immediately after the shooting Bowman gave himself up to the officials claiming that he had shot in self-defense. When on the stand during his preliminary hearing a week ago the man who was freed yesterday stated that Montonye had started to draw a revolver on him.

Daniel McCarthy, who on Monday morning, December 27, shot and killed J. E. Smith with a shotgun at Wagoner will be given a hearing as soon as the roads are passable so that the witnesses from Wagoner can be brought to Prescott. McCarthy shot Smith after a quarrel over the payment of a board bill. He gave him self up to the officials, also claiming that he shot in self-defense. A charge of murder was filed against him.

PROMISING BUSINESS DESTROYED BY SNOW

(From Thursday's Daily.)
Expressions of regret were universal yesterday when it was learned that the greenhouse of George Allan, situated on the old Sanders ranch in Miller valley, had collapsed by the heavy fall of snow, and the loss would reach to fully \$2,000, without taking into consideration the destruction of the plants contained therein.

The building of 30x100 feet was constructed mainly of double plate glass, last February, a precaution taken by Mr. Allan in anticipation of climatic disturbances, but the unexpected occurred, and his promising business has received a serious setback with the loss as practically complete. His pursuit was attaining very much local interest, and his plans were practically matured in accomplishing his purpose when this disaster overtook him. After acquiring this old homestead Mr. Allan went to additional expense in building a new home and in otherwise reclaiming the large acreage.

HOW TO RETAIN THE TRADE WE HAVE GAINED

WASHINGTON, Jan. 5.—How the United States through the accident of a world war has moved from its place as a commercially provincial and secondary power to the rank of first importance among the great nations of the world—economically, industrially and financially—is told in detail in the first annual report of Dr. Edward E. Pratt, chief of the foreign and domestic commerce bureau of the department of commerce.

What the country has gained temporarily through the fortunes of the European conflict, says the report, it can hope to hold in the commercial struggle that will be resumed at the conclusion of peace only by the most far-sighted commercial preparedness. Two grave problems face development and maintenance of foreign trade. The first is declared to be that of finance and the second that of training men for the work.

"The financing of our foreign trade," it says, "and in fact by far the larger part of the financing of the world's trade, has hitherto been done through London. During the last hundred years London has been the world's financial market. She has held her position not because of prestige merely, but because the nations of the world needed an international clearing house and London supplied that. At the same time London became the clearing house chiefly because she supplied a large part of the capital needed for public improvements and large private enterprises."

"The United States never has taken any large part in financing foreign trade because of the comparatively small part of that business carried on here and because also of the unfamiliarity of many of our bankers with the methods of international finance. Nor has the United States taken any large part in supplying capital to other countries. On account of more profitable investments at home we have chosen to invest here rather than abroad. This also has been true because of our position as a debtor nation, but probably also to a considerable degree because of a mental debtor-nation attitude on the part of our financiers."

"On account of the war this situation is rapidly changing. The volume of foreign business done through New York is continuously increasing and New York banks are rapidly providing facilities for Americans who wish to export. Dollar exchange, a thing practically unheard of prior to this year, is assuming constantly enlarging importance in the financial world and is rapidly becoming popular as a means of meeting international obligations."

Two provisions in the Federal Reserve Act, the report says, have been of material assistance to the foreign trade. One is the introduction of the use of acceptance and the other permission granted to national banks to establish foreign branches.

"In thus establishing branch banks in foreign countries," the report continues, "we are following the lead of England, Germany and other European countries, which have used their banks as trade outposts. European exporters have been able, because they had their own banking institutions on the ground, to extend credit to their customers, when such credits were deserved. Our exporters have been hampered by the lack of these facilities. More important than this, documents containing often the most confidential facts of our merchants and manufacturers have been open to the scrutiny of our competitors."

"It has been a rare sight to see letters of credit or bills of exchange drawn in dollars. Usually the American merchant has done his business in pound sterling, often paying the cost of conversion. The inauguration of branch banks obviates the necessity of this practice and makes it possible to do business in dollars. With an increasing volume of dollar exchange and with an increasing number of branch banks and American banking institutions, dollar exchange will become more staple. At present dollar exchange is preferred in the money markets of the world. Whether it will be after the restoration of normal conditions in Europe remains to be seen."

"We can never hope to realize the really big prizes in foreign trade until we are prepared to loan capital to foreign nations and to foreign enterprises. The big prizes in foreign trade are public and private developments of large proportions, the building of railroads, construction of public service plants, improvements of harbors and docks, and digging of canals."

"New countries generally are poor. They look to older and richer countries to supply them with the capital to make their improvements and to develop their resources. The country which furnishes the capital usually sells the materials and does the work. The country that wants the business must finance the purchases. The same

thing is true, but less directly, in the case of government loans. But there is no doubt that the loans of one nation to another form the strongest kind of economic bond between the two. It is commonly said that trade follows the flag. It is much more truly said that trade follows the investment or the loan."

Dr. Pratt emphasizes the need for trained men to handle foreign trade problems and urges their education along special lines. Schools and colleges so far have seemed unwilling to see the need, he says, or if they do have failed to give the thorough instruction necessary.

Commercial preparedness advocated by Dr. Pratt would foresee that war profits are not permanent and that at the end of the war new markets must be sought by American business.

"It is possible," he says, "that when the war and the immediate readjustment to follow are concluded a large part of our present exports will cease to flow to Europe. It is probable that Europe will be unprepared to resume her purchases from the United States on a scale as large as before the war. Moreover the sales that will be made will be probably largely on credit for a considerable time. It would seem, therefore, to be the part of prudence for us to distribute our trade so widely over the world's markets that the cessation of our business with Europe will be proportionately less important."

The war has demonstrated, says Dr. Pratt, that the United States is not economically independent. The business public, he says, does not fully appreciate the financial crisis through which the country passed during the period immediately after war's outbreak. "It is not too much to say that the United States experienced the severest financial strain in her history during that period," he declares.

Dr. Pratt urges a definite foreign commercial policy by the United States. This, he says, is gradually "taking shape under a wise and careful administration." American investments abroad are being encouraged. But after all the continuing of a foreign commercial policy is not so much dependent on officers of the government as on the American public on public opinion—and the American public is just awaking to a realization of the situation.

"Questioning as to the value and utility of foreign trade is gradually giving way to enlightened study and exploitation. Those who only a short time ago were apt to declare that domestic markets were large enough are chafing under restraints of temporary handicaps in developing foreign markets."

"Altogether the business community and the public desire to shake off our commercial dependence on Europe and to establish ourselves commercially independent. This desire finds expression in the public interest in international affairs and in our own foreign policies."

Of suggestions that combinations be permitted in developing foreign markets Dr. Pratt says: "It would seem the part of wisdom at this particularly critical moment in the development of our foreign trade to extend this privilege by definite enactment or interpretation to manufacturers desirous of combining with other manufacturers for the development of foreign markets."

Free ports modeled after those of Hamburg and Copenhagen and recommended in the report, which says advantage of free ports could be obtained by further liberalizing the present bonded warehousing system, the practice of manufacturing in bond and drawback regulations. Changes required could be made in the main, the report adds, by treasury order.

New work undertaken by the bureau and reorganization plans are gone into at length. The commercial attaché service is described as the most important development in the bureau's work during the year. Individual instances of business brought to American houses through efforts of the bureau are related briefly.

PAWLEY GOLD MINES SOON TO BE ACTIVE

(From Thursday's Daily.)
J. E. Pawley, owner of a gold group in Peeples valley, adjoining the Monica holdings, while in the city yesterday stated that all arrangements have been completed whereby his property is to assume an active state in a very short time, an organization being perfected in which capital is assured for erecting machinery and beginning development. Weather conditions will delay operations, but as soon as the country is opened, work is to start.

Mr. Pawley says the Monica, under new management, is now active, and reports would indicate a successful proposition. He endeavored to reach the Hugoes camp, near Poland, but was unable to, owing to snow that was over four feet deep. He also stated the Kirkland field was in line for an active era this Spring and Summer in many mines resuming, and sales being closed.

PORTO RICANS TO ASK FOR CITIZENSHIP

SAN JUAN, Porto Rico, Jan. 5.—(Correspondence of The Associated Press.)—Whether Porto Ricans are to be successful this year in getting the United States Congress to admit them to American citizenship is the question uppermost in the minds of most Porto Ricans at present. Although citizenship has been promised since the days of the Spanish-American war and American occupation, seventeen years ago, each congress since that time has failed to pass the necessary laws. The islanders are now hopeful that the first Democratic administration since 1898 will act favorably and give them a definite political status. At present Porto Ricans are merely "citizens of Porto Rico."

In the hope that favorable legislation may be obtained, Governor Arthur Yager will spend the month of January in Washington urging congress to act. Bills providing a new organic act to take the place of the temporary Foraker Act, which went into force in 1901 establishing civil government and which has been in force ever since, have already been introduced in congress by Chairman Jones of the house committee on insular affairs, and by Senator Willard Salisbury of Delaware.

"The new organic act should grant to the people of Porto Rico collective citizenship in the United States," said Governor Yager before sailing. "I know of no simple gift that would go so far toward removing dissatisfaction and difficulty in Porto Rico as this simple grant of citizenship, and none that would be attended with so little cost and risk."

"People speak of citizenship as a 'privilege.' To my mind it is not a privilege at all, but a right. It is the necessary complement of sovereignty and should go with the flag. The people of Porto Rico must obey all the laws of the United States, pay taxes, are liable to military service, and yet they are not citizens. 'Citizenship does not at all imply suffrage or the power to vote for any officer of the government or anything else. In the United States there are now many more citizens who have not the privilege of the suffrage than those who have. The people of the District of Columbia never have had the privilege to vote for anybody or anything and yet they are citizens. Most of the negroes of the South, the minors of both sexes, and as yet an immense majority of the women of the country are not permitted to vote and yet no one would think of excluding these classes from the rights of citizenship."

The chief features of the bills to be considered by congress, it is expected here, will provide both for blanket citizenship and a greater degree of home rule. The most important home rule feature is the provision for an elective senate of nineteen members. The present lower house of the legislature is already elected, while the present upper house or senate is composed of eleven members, all of whom are appointed by the president of the United States, and six of whom are heads of executive departments of the insular government.

Those most interested in the passage of a new organic act for Porto Rico have been much encouraged by the president's recent message to congress in which he recommended new legislation for both Porto Rico and the Philippines.

At the same time Porto Ricans point out that reference to legislation for them is so closely associated with that urged for the Philippines that they fear the two may become confused and that in the fight which they expect will develop over defining a policy for Philippines independence Porto Rico may again be disappointed.

Here in the island it is said that all difficulties which heretofore have developed over legislation by congress in behalf of Porto Rico have been cleared away. The most important step which has been taken recently was the adoption of a new platform by the Unionist party, the majority party in the island, renouncing its independence platform and confining itself to a policy of home rule. Almost invariably in the past when legislation for the island has been under consideration at Washington and congress seemed about ready to grant American citizenship to the people of the island, long protests were forwarded to Washington setting forth objections to any legislation that did not provide for the ultimate independence of the island. It is admitted here that these protests have to a very large measure caused congress to delay any definite action.

CHARGED WITH MISCONDUCT

ALBANY, Jan. 8.—Charges of misconduct in office were today preferred by Governor Whitman against John Riley, State superintendent of prisons.

UNIVERSAL MILITARY TRAINING IS URGED BY ARMY LEAGUE

WASHINGTON, Jan. 5.—The Army League of the United States has decided that universal military training of men from 18 to 21 years old is the only true solution of the question as to the method of raising a force of citizen soldiers other than the organized militia. The executive council has passed a resolution embodying this policy, and recommending a general plan which avoids the demand for a large standing army and disposes of the baggage of militarism in a moderate and reasonable increase of the regular army. The plan is generally conservative and in line with the various recommendations both of the Secretary of War and the General Staff. The method of obtaining the necessary men for the citizen army constitutes the principal difference and this question is believed to be fundamental.

A careful study of expert opinion would appear to require, for the defense of our overseas possessions, a regular army of at least 80,000 men. Such a force when divided between the Panama Canal Zone, Alaska, the Philippines, Hawaiian islands, Porto Rico and other navy bases, could hardly be considered excessive even by the extreme "little army men."

The regular army at home would consist of the coast artillery of one relief, and the mobile force (i. e. cavalry, artillery, infantry and special troops) skeletonized to train the citizen soldiers and, for that purpose, distributed in a number of division districts. Every branch of the mobile army constituting a division would be included in each of these units. About 700 regulars would be included in each district. A complete division would be built up in three years by enlisting each year about 7,000 young men 18 years old in each district. Twenty-five divisional districts would then supply a force of 500,000.

For the last three years of the six-year enlistment these troops would pass into the reserve, subject to call by the president and then be given full discharge. Thus there would be always 500,000 of the reserve. This would mean the training and cost of 167,000 men each year with the colors and in the schools. These men should receive army pay for that number of men the first year, two weeks the second and third years, or thirteen months in all. The plan of the secretary of war calls for pay two months a year for three years or six months in all; therefore the cost of the proposed scheme will be a little more than double that of the secretary's.

It is hoped that a sufficient number would volunteer for active service; but failing that the quota required would be filled from the enrolled list in each district.

The organized militia would not be interfered with in any way. On the contrary, as it is proposed to exempt men in that service, young men would practically have a choice of service in that body or the proposed continental army.

The legislation required is entirely within the constitutional power of congress, since it avoids many questionable provisions which lay some of the other plans open to criticism. Financially, likewise, this plan avoids excessive outlay. The cost would not equal the general staff plan, but would be somewhat in excess of that proposed by the secretary of war.

The executive council has sought the best military advice obtainable and formulated this plan after careful study and counsel from prominent civilians well versed in the relations of employer and employee, who appreciate the impossibility of securing voluntary service for two months each year for three years.

GOAT'S MILK TO BE SUPPLIED CHILDREN

BERLIN, Jan. 6.—The poor children of Berlin will suffer less from a shortage of milk, if the latest plan of the Prussian ministry of agriculture proves a success. It was announced today that a large number of milk goats will be purchased in the near future and farmed out among herders in the province of Brandenburg and that the milk from them will be distributed free to the Berlin children. The goat milk will be reserved exclusively for the children of families in poor circumstances who will not need in future to suffer from the fluctuations in the supply of cows' milk. The chamber of agriculture in the province of Brandenburg is to be charged with the buying of the goats. The distribution of the milk will be entrusted to the National Woman's Association.

STAMPS STOLEN

ST. PAUL, Jan. 7.—Five thousand dollars in cash and internal revenue stamps which may total \$1,000,000, were stolen from the office of the collector of internal revenue here last night when the vault was blown. The robbery was discovered by the janitor this morning.